

BRAND IDENTITY



Business cards

The business cards are printed on both sides in the two Q-Park primary colours (black and red). On the front, the Q-Park logo is placed in the upper left-hand corner.

Download Adobe InDesign Business Card template

The business card should contain the following information:

- I name
- I job title
- I PO box address (post address)
- I address (visiting address)
- I country
- I office telephone number
- I mobile phone, if applicable
- I e-mail address, if applicable
- I URL of the country website

vCard QR Code

This information may also be added on the reverse of the business card as a QR code, which contains **the business card details as a vCard**. The QR code offers convenience as a smartphone automatically adds the details as a contact.

Figure 74: Business card grid

